

Unbranding Surveys for Improved Access to Evaluation Tools

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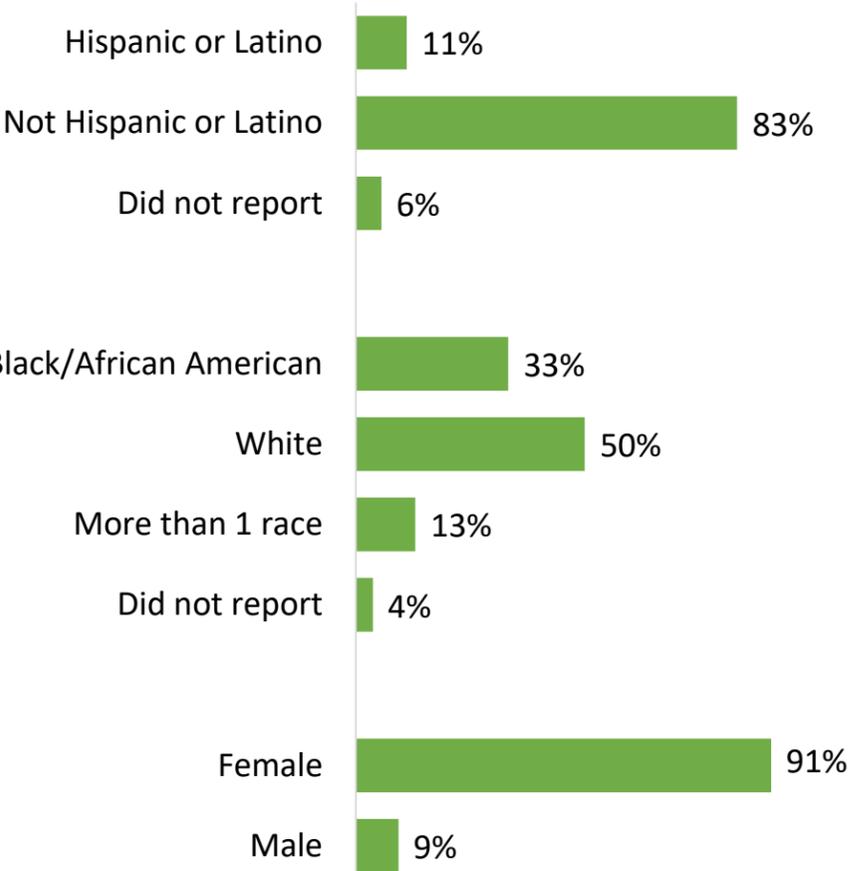
Objective

Determine if replacing images with brand named products for images with unbranded products will affect how participants respond to self-report food and nutrition intake survey questions.

Background

In Federal Fiscal Year (FFY) 2020, FNS clarified the requirement that surveys used to evaluate SNAP-Ed direct education interventions must not include images with or references to brand name (branded) items (USDA-FNS, 2021). Some existing nutrition education survey questions included pictures and references to brand name items and required updates to replace branded pictures with unbranded pictures.

Participant demographics (n=54)



Pictures

Do you drink regular soda?



(Branded)



(Unbranded)

Do you drink fruit drinks, sports drink, sweet tea or punch?



(Branded)



(Unbranded)

Do you eat more than one kind of fruit each day?



(Branded)



(Unbranded)

Do you eat more than one kind of vegetable each day?



(Branded)



(Unbranded)

Methods

SNAP-Ed-eligible adults were asked to respond to two surveys, one with branded images and one with unbranded images. Branded images were taken from the Food Behavior Checklist (Blackburn, et al., 2006).

Results

The results found significant positive correlations for all four questions when comparing pre- to post-survey responses. Correlations range in strength from moderate ($r_s = 0.62$) to very strong ($r_s = 0.82$) (Dancey & Reidy, 2007).

Question	Correlation coefficient	p-value
Do you drink regular soda?	0.82	<0.001
Do you drink fruit drinks, sports drink, sweet tea or punch?	0.79	<0.001
Do you eat more than one kind of fruit each day?	0.70	<0.001
Do you eat more than one kind of vegetable each day?	0.62	<0.001

Conclusions

Results provide support for agencies to update existing surveys with unbranded images for the four questions included in the study. These findings make surveys and questions more accessible to agencies who stopped using them as a result of the branded images.



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